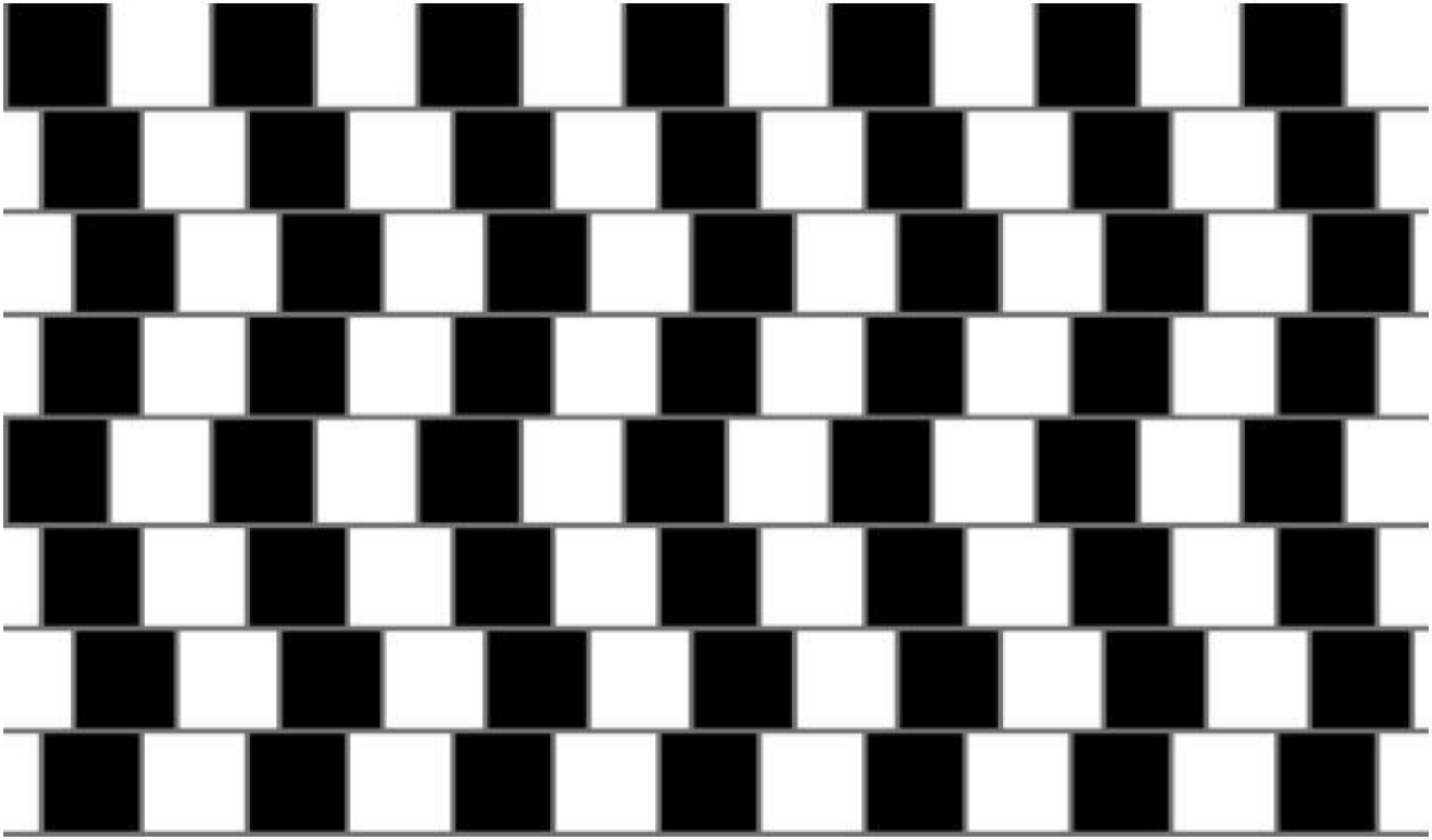
PERCEPTION PROCESS

FEATURE FILMS ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS

PERCEPTION

THE PROCEDURES BY WHICH WE TRY AND INTERPRET INFORMATION ABOUT THE ENVIRONMENT THAT SURROUNDS US



Are the horizontal lines parallel or do they slope?

THE PERCEPTION PROCESS

- **FEEDBACK ABOUT OURSELVES AND OTHERS**

- **NOT ALWAYS BASED ON TRUE PICTURE OF REALITY**

- **WE BEHAVE AS THOUGH OUR PERCEPTIONS ARE REAL**

Do you see the face? Or an Eskimo?

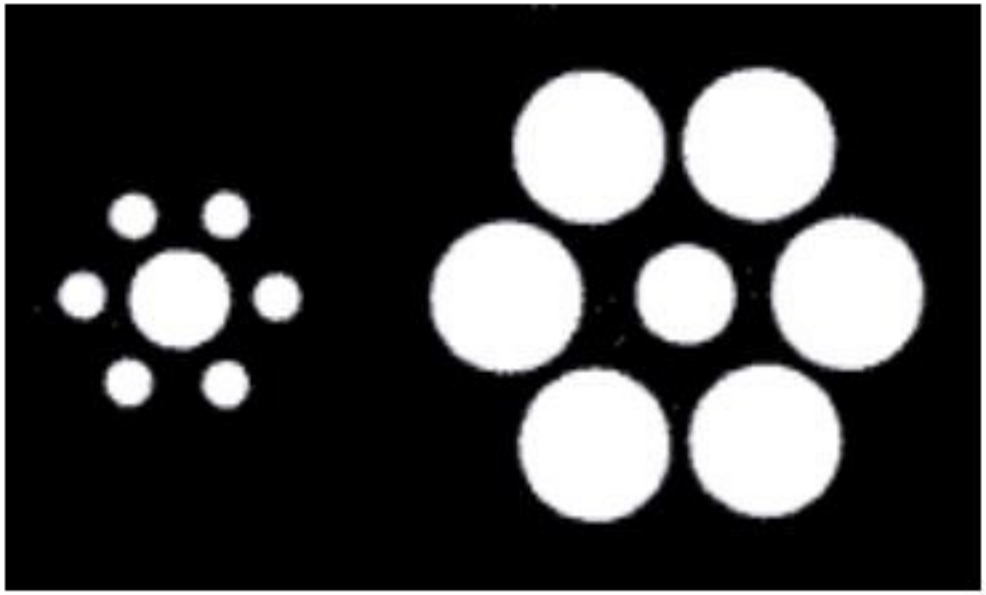
ATTRIBUTES OF PERCEPTION

- **RAW DATA, THE INFORMATION THAT WE EXPERIENCE**

- **MENTAL PROCESS, WHICH IS UNSEEN BUT AFFECTED BY THINGS**

- **OUR PERCEPTION, SENSING OR INTERPRETATION OUR EXPERIENCE**

Is the left center circle bigger?



No, they're both the same size

ECONOMIZING PHENOMENON

- **FIRST IMPRESSION**
- **SELF-FULFILLING PROPHECY**
- **JUST LIKE ME**
- **BLAMING THE VICTIM**
- **HALO EFFECT**

STEREOTYPES

AN EXAGGERATED BELIEF ASSOCIATED WITH A CATEGORY

CHARACTERISTICS OF STEREOTYPES

- **FIXED, RIGID IDEAS**
- **ASSOCIATED WITH A GROUP OF CATEGORY OF PEOPLE**
- **NOT SUPPORTED BY EVIDENCE**
- **CAN BE FAVORABLE OR UNFAVORABLE**
- **DRIVEN BY MOTIVE**

SOURCES OF STEREOTYPES

- **SOCIALIZATION PROCESS**
- **BOOKS**
- **MASS MEDIA**
- **EDUCATORS AND PUBLIC OFFICIALS**

STRATEGIES TO CORRECT INACCURATE PERCEPTIONS

- ACCEPTANCE OF DIFFERENCES IN PEOPLE
- ACTIVE LISTENING
- PROVIDE FEEDBACK
- OWN YOUR BEHAVIORS/FEELINGS
- RECEIVE FEEDBACK
- USE INCLUSIONARY LANGUAGE
- AVOID STEREOTYPES